

MICKEY'S AD WRITING CONTEST

Win \$5.00
—IN—
Mickey's Ad Contest

Write an ad for Richmond's New Raincoat Store. Send it in to the Advertising Manager of the Times-Dispatch, then we'll pick out the one that we consider best and the writer will get, absolutely free
A Slip Worth \$5.00 on the Price of Any Raincoat in Our Store

The winning advertisement will be published in this space next Thursday.

Look for the Winning Ad. It May Be Yours
You'll find our big ad elsewhere in this paper; read it thoroughly, then sit down and write your "Mickey Ad."

GOODYEAR
RAINCOAT COMPANY
815 EAST BROAD STREET
Next Door to Murphy's Hotel.

"MICKEY"

Pretty Mickey, With Your Hair of Raven Hue."

OH BOY! Just listen to this "MICKEY" Columbia Record A2662. When you purchase your ticket to see "MICKEY," leave your order with our representative in the lobby of the theatre for this and other "MICKEY" records.

\$10 ROCKER FREE

Write an ad to fit this space, telling why people should deal at the Columbia Furniture Co.; telling about the wonderful quality of all their furniture, about their Columbia records and Grafonolas and their unequalled service. The ads will be judged by our advertising manager and the writer of the one we think the best will receive a prize of a \$10 ROCKER.

The winning ad will be published in this space next Thursday.

Columbia Furniture Co.
GRAFONOLAS AND RECORDS INC.
"MAKERS OF HAPPY HOMES"
321 WEST BROAD ST. PAY OUR EASY WAY PHONE RAN. 654

To the man writing the Best Advertisement for the paper, to be placed in this space Thursday, September 18th.

The Golde Clothes Shop

707 East Broad Street.

Will give the winner a credit of

\$10 On a Suit or Overcoat

To be picked by the winner.

The ad embodying the fact that Golde makes all the clothes they sell in their own tailor plant, and in this way cut out the middleman and his profits, making a saving to the customer of at least \$10.

The ad will be in keeping with the Mickey rules as to the number of words used, etc.

Get on the job and earn the ten-spot we offer.

Mickey Visits
"The Shoe King"

And THE KING is offering to the person who writes the Best Advertisement on how he sells such HIGH QUALITY FOOTWEAR and at such a low price, a nice pair of

Ladies' Dress Shoes Free

Write your advertisement and mail it to the Advertising Manager of The Times-Dispatch; the best ad. will appear in this space next Thursday, September 18th. WATCH FOR IT.

ALBERT STEIN

"THE KING OF SHOES."

Corner Fifth and Broad Streets.

If you were Mickey, and were visiting Richmond for the first time, and after you had seen the merchandise listed on this page, what kind of an ad. would you write for each merchant?

Every merchant advertising on this page offers a prize for the best advertisement of fifty words or less to fit the same size space as their ad. on this page, and telling about his store and what he has to sell.

Now read the rules, then sit down and write your advertisement.

RULES OF CONTEST

1. Professional ad-writers will not be allowed to enter contest.
2. Ads must be legibly written on one sheet of paper, 11 by 8 1/2 inches, and contain the name and address of the contestant.
3. Winning advertisements will be published Thursday morning, September 18th, with the name of the winner published in the ad.
4. Contestants may submit advertisements for each of the ads listed on this page. Each ad submitted must state for which merchant it is intended.
5. The judges are appointed by the advertiser who offers the prize, and their decision must be accepted as final in every case.
6. All ads must be in the office of the Advertising Manager of The Times-Dispatch not later than 3 P. M. Tuesday. Address envelope, Advertising Manager, Times-Dispatch, and put (Ad Contest) in the lower left-hand corner of the envelope.

"MICKEY"

The Picture You Will Never Forget

A MACK SENNETT MASTERPIECE IN 7 PARTS,
Embracing Every Human Emotion.

After a Hard Day at the Office or Shop, a Strenuous Day of Household Responsibilities

You Owe It to Yourself to See

"MICKEY"

It Acts Like a Tonic

Victor Theater

ALL WEEK, Starting September 15th.

Continuous From 11 A. M. to 11 P. M.

A \$15 "MICKEY" Hat

(Same as pictured here)

Will be awarded to the Woman or Miss writing the Best Advertisement on JONAS Millinery.

The advertisement is to be governed by the rules of the contest as outlined on this page by The Times-Dispatch.

Contestants should write the "Ad" for the same size space as this advertisement.

The advertisements to be sent to the Times-Dispatch, Advertising Manager's office. Final decision on the prize-winning "Ad" will be made by the advertising manager of the JONAS MILLINERY CO.

"The Paris Shop of Richmond"

Jonas

115 East Broad Street.



The \$15 Prize "MICKEY" Hat

Write a 'Mickey' Ad for Us

You know how reasonable the Southern Furniture Co. sells furniture, Grafonolas, Records and all kinds of House Furnishings. Take a piece of paper and make up an ad to fit this space, use the same style for the name, or a better one if you can, tell in that ad just what "Mickey" would think when visiting our store for the first time, and why people cannot do better than buy all their Furnishings from us. We'll pick out the one we think the best and the writer will receive as a prize

\$10 Electric Lamp—FREE

Then, in next Thursday's paper, we will publish the ad that won the \$10 Electric Lamp in this same position, with the name of the winner. This is a chance for you to win a beautiful Electric Lamp, so read the rules of the contest and then write your ad and send it in to the Advertising Manager of the Times-Dispatch.

Southern Furniture Co., Inc.

2 & 4 E. BROAD STREET,

1225-27-29 HULL STREET.

Main Street Furniture Company

1129 EAST MAIN STREET.



FREE—\$10 Worth of Anything

The person who writes the best advertisement for the "Colonial Piano Corporation" to fit a space this size and written according to the rules of this contest, will receive

FREE A \$10 CREDIT SLIP ON THIS FIRM

which entitles the winner to \$10 worth of anything from this store—Records, Player Rolls, part payment on a Phonograph or Piano—anything in the store.

The ads will be judged by our advertising manager without his knowing the writer and the winning advertisement published in next Thursday's paper, with the name of the winner.

Write an ad and send it in, then watch next Thursday's paper and if you are the winner, come in and get your prize. Sit down and write your ad now.

Remember that we sell Pianos, Players, Player Rolls, and that we carry

THE LARGEST STOCK OF RECORDS IN THE SOUTH.

COLONIAL PIANO CORP.

J. Cowan, President.

E. D. Coots, Manager.

205 East Broad Street.

THE TALKING MACHINE CO., 706 E. Main St.

Write an Ad for The Harold Garment Shop
AND WIN A STYLISH WOMEN'S OR MISSES'



Georgette Dress Free!

Fine quality Georgette Crepe, in an attractive late model, nicely trimmed with beads.

Choice of White or Flesh.

Read the Two Advertisements—Page 3, Society Section, and Page 2, Main News.

of this issue of the Times-Dispatch. Then come to this store Monday morning and look around. Get some of the big values we are offering this week in

NEW FALL DRESSES and MILLINERY

—Also an inspiration for a prize-winner advertisement.

Winning Advertisement to Be Published in This Space Thursday

Write your ad to conform to this size space. Advertisements will be judged, without knowledge of writer's names, by our advertising department. Winning ad and name of writer will appear in Thursday's issue of this paper.

See the "MICKEY" Tam

Very new and very smart. All the fashionable Fall shades.

Specially Priced at \$2.97

Harold Garment Shop
218 East Broad Street
No Matter what Advertiser Elsewhere, It's Cheaper Here

Open Daily Until 6:30 P. M. Saturdays until 10 P. M.

An Inner-Tube for Your Car—FREE

Look here, fellows, here's a chance for you to win ABSOLUTELY FREE of charge an

INNER-TUBE

to fit your car. Sit down and write an advertisement, telling why we are the most popular accessory store in "Auto Row," and how we are prepared to give 100 per cent service.

The successful ad. will appear in this space next THURSDAY. Watch for it. If you are lucky, we'll give you the tube ABSOLUTELY FREE.

GOODYEAR SERVICE STATION

W. C. WELLS

325 West Broad St.

Richmond, Va.